JANA FITCHETT

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SUMMARY

Dependable, self-motivated sales and marketing professional with twenty-three years of high-integrity management and coaching positions and four years as a college instructor. Experience includes posts with two major corporations as well as small business ownership.

EXPERIENCE

University of Kansas

2006 - Present | Lecturer | Lawrence, KS

Instruct 400 level entrepreneurial classes: Small Business Management, Entrepreneurship in Practice and Entrepreneurial Marketing. Designed the curriculum for KU including selection of textbook, case studies, syllabus, work plan, videos, guest speakers and test creation. Instilled an entrepreneurial mindset in students by transforming the classroom into a virtual company laboratory for creating and launching new ventures or products.

GarageTek, Inc.

2004 – 2006 | Owner/Manager | Lenexa, KS

Purchased and managed GarageTek franchise which serves the Kansas and Missouri area. From the ground up, developed all aspects of this entrepreneurial venture, including marketing, management, product installation, collections and customer service.

- Through evaluation, design and implementation of marketing initiatives, increased leads by 323%.
- Doubled sales and profits in less than one year of ownership transition.
- Managed all office functions including accounting, warehouse, inventory, purchasing and controls.
- Hired and supervised sales professionals, installers, and part-time warehouse staff.

Kraft Foods, Inc.

2002 – 2004	Marketing Manager	Overland Park, KS
1999 – 2002	Senior Customer Business Manager	Overland Park, KS
1995 – 1999	Region Manager	Overland Park, KS
1990 – 1995	Key Account Manager	Overland Park, KS

Lead Kraft sales teams responsible for a 5-state area and annual sales of $240 million. Coached team of 97 employees, including 12 direct reports. Managed annual marketing and operational budgets consistently within plan. Accomplished successful new product rollouts, execution of marketing events and sales/marketing training programs.

- Double digit sales growth 9 out of 14 years; Exceeded sales goals every year.
- Customer Business Manager of the Year – 2001 and 2002.
- Region Manager of the Year – 1997 and 1998.
- Customer Business Team Award – 1994.
- Key Account Manager of the Year – 1991, 1992 and 1993.
- Numerous Quarterly Sales Awards.

Coors Brewing Company

1987 – 1990	Area Sales Manager	Topeka, KS
1986 – 1987	Promotions and Merchandising Manager	Golden, CO
1985 – 1986	Consumer Promotions Manager	Golden, CO
1984 – 1985	Young Adult Marketing Supervisor	Golden, CO
1983 – 1984	Assistant Sales Manager	St. Louis, MO

Designed promotional campaigns at Coors through development of formal written recommendations, oral presentations, timetables, budgets, creative direction, legalities, contracts and evaluations. Planned and managed yearly budget of $38 million. Designed regional tactical market plans and developed full line of permanent point-of-sale items.

Advised distributors in areas of sales, transportation, distribution of product and personnel issues. Designed business plans encompassing budgets, sales goals and key objectives. Developed pricing, planned product promotions and set product advertising schedules, resulting in increased market share.

EDUCATION

University of Nebraska – Kearney; B.A. Degree; Graduated Cum Laude
DDI Global Certified Trainer, Dallas, Texas; Intensive week-long Instructor Training
Kauffman FastTrac Graduate, Entrepreneurial Education Program

CIVIC INVOLVEMENT

Past President, Alumni Association, University Of Nebraska – Kearney
President, Neighborhood Association Board 2003 – 2006
PTO Committee Chairperson 2003 – 2007
Women's Employment Network – Conduct Mock Interviews 2003 – 2005
Mentor Students at Walnut Grove Elementary
Junior Achievement Instructor
Various Church Activities / Sunday School Teacher
Gamma Phi Beta Alumni